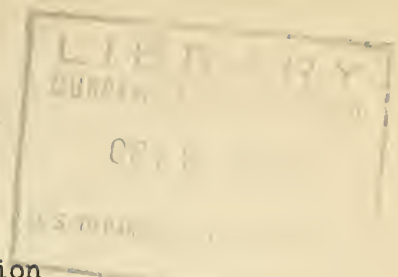


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WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington, 25, D. C.

Marketing Reports Memorandum No. 33
(FIELD)

September 2, 1943.

To: FDA Regional Marketing Reports Chiefs

From: Marvin M. Sandstrom, Chief, Marketing Reports Division

Here is an outline of what we'd like to see accomplished during October, November and December on School Lunch information. These are merely suggestions, NOT restrictions.

The only way to develop factual information is to keep constantly after School Lunch and Nutrition people in your region to give you the facts on benefits...facts on personalities...facts on human incidents. We'd like to see you write news stories and radio material around the interesting programs. This material should be written to credit those locally responsible for the program. They should release it, or present it over the air. This will help them create community interest in their program and in the problems of volunteer workers, additional facilities, etc. There seems to be no need for your staff members going personally to all the towns. Arrangements should be made with School Lunch representatives to pick up the news highlights, pass them to your office for writing, and then seeing that the material gets to the sponsors for release to papers and over the air. Sponsors and other civic officials will probably want to mention the noticeable health, scholastic, deportment or other benefits, if not in the initial material, then possibly later. Public health nurse, truant officer, and others may have some observations to make.

Copies of this material as soon as received from School Lunch representatives should be rushed to us for inclusion in the national material we will be preparing regularly. We also plan to keep ideas moving between regions.

On the basis of your receiving facts from widely separated areas within a state, stories for metropolitan papers (Sunday feature section), major broadcast stations and state-wide magazines can be prepared. We'd like copies of this material also. The state-wide stories should follow the local story pattern by giving all credit to those most responsible on the state level, quoting them, and letting them handle the broadcast. We want both local and state School Lunch sponsors to seek their own support of their own community and state....we merely assist them by preparing the material and when necessary, making the release arrangements. It is likely that certain state officials, departments of education, health, labor (war-working mothers) or a judge (juvenile delinquency) may wish to have their say as school lunch benefits are felt in their fields.

Most regional offices have a fairly adequate supply of School Lunch pictures which may still be used. You also should have a few mats. However, a wide selection of photos and mats will be sent you by mid-September. Such material is generally easy to adapt to local stories. We would like a report of the distribution of mats and photos as of October 1, November 1 and December 1. We could supply more photos and mats to the field if the expense is justified by wise use.

We can do an outstanding job on School Lunch if we all get to work. Getting the facts, writing local material and getting it released locally will help School Lunch in your region. Sending it to us immediately will help our plans in developing material for the national magazines who are continually after us for story suggestions, and in plans to get advertisers (who welcome suggestions for institutional copy) to commend School Lunch as part of a wartime feeding job—but we can't carry through without good coverage in the field!

In summary, beginning as soon as possible through January, we would like to receive:

- (1) Copy ideas and manuscript copies of ideas, submitted or published locally, state-wide, or regionally, which other regions might profitably use as effective models, or which can serve as the basis for national feature stories. We want to begin the active operation of our inter-regional exchange of copy ideas on school lunch news angles, as soon as possible, operating here as a central clearing agency.
- (2) Radio program ideas which your regional staff members want us to write for local adaptation to increase public information about the School Lunch program, and enlist local cooperation and support not only for operations but for the larger educational and nutritional objectives.
- (3) Effective radio scripts developed and broadcast locally, which other regions might profitably adapt to their local conditions.
- (4) Monthly mat and picture distribution report, due in this office Oct. 1, Nov. 1, and Dec. 1
- (5) Local human interest stories, or anecdotes, that prove the value of the program in terms of child and community health, educational, efficiency in feeding, social benefits, or community "win-the-war" action; outstanding

School Lunch programs which have been developed under adverse conditions; unusual results in terms of improved nutrition and other benefits which can be reported in concrete and objective terms.

- (6) Local clippings from negro and foreign language press dealing with the school lunch program, favorable or critical, and from other newspapers.
- (7) Questions which are being asked frequently by women or other groups in your region regarding the school lunch program; these questions must be pertinent and vital enough to justify preparation of a Q and A release nationally.

These should be addressed to me "Attention W. A. D. Millson" who is serving as Secretary of our School Lunch information committee.

Attached are some ideas staff members have jotted down for their own use. They might be helpful to you.

GENERAL COPY THEMES

"Democracy at Work" -- different groups cooperating to achieve program: home economics class helping cook and serve, kids themselves clear own tables, tables and chairs made in woodwork class, Victory Garden and canning project, and other heart-warming combinations.

*"War Busy Families" -- father in armed forces, mother has to work; mother in factory for war work; child 8-12 in school, 1 or more children in armed forces; husband ill or other dependents require mother to be employed; Red Cross Nurses Aid mothers giving children money for lunch at corner candy store.

*"Juvenile Delinquency" -- Lunches as one part of general solution in healthful, hunger-free surroundings -- any cases of food theft by kids in recent times -- Truant officer, police chief, judge.

"Food Mismanagement" -- normally inefficient home managers even more so now, education under rationing going forward, but meantime kids suffer -- only good for generalization by health nurse, home economics teacher, retail grocer head, and in unbellicose manner.

"Personality Vignettes" -- pictures of Matilda Jones who is gaining recognition of "feeding the most kids in town." "When we started 3 years ago we could feed lunch to the youngest group numbering 35 each day. Today hot lunches are enjoyed by all -- 300 daily -- and they look well fed and happy."

"Survey Results" -- any studies that indicate benefits or need for School Lunch. What kind of breakfasts do the kids have? Has attendance increased? etc.

"Heart Warmers" -- incidents of older kid bringing under-age brother so could get lunch, contribution from kids own Victory Garden, or the boys who contribute calf they've raised, or rabbits. Or sacrifices some of the volunteer help are making in order to help out.

"Horrible Examples" -- not readily usable in other than generalizations, but documentation of conditions in some schools without lunch program helpful.

*These are particularly excellent copy angles. If we can turn up eight or ten spots throughout the country on either of these, we might interest a number of nationals to do their own story.

NEWSPAPER SUGGESTIONS

Interview with woman war worker whose children get school lunches.

No worry on the job. Knows children taken care of. Has noticed weight gains. Kids like meals. Have learned to eat new foods, things they didn't like before. Older daughter who helps with serving at school, learning to manage the household. Etc.

Interview with, or statement from judge of juvenile court. Believes school lunches play important part in preventing juvenile delinquency. Healthy bodies, healthy minds. In many instances, children start down the road to ruin by stealing food. In addition, program develops community responsibility for child welfare -- this, too, a bulwark against juvenile delinquency.

Interview or statement -- settlement house leaders; church leaders.

Same type of thing as above. Children who are healthy show greater ability to join with others in wholesome work and play. Become one of the group. Kept from feeling alone, out of things -- ultimately joining less wholesome groups of underprivileged children, etc.

Statement from truant officer.

Less truancy since school lunches started. Children enjoy them. Don't want to miss any. Also less illness, better alertness and more success with classwork. Don't want to stay away -- like school. Also enjoy getting together with all the other children over lunch or milk. Better school spirit.

Statement from principal or school official at close of 1st semester in January

Use records of the term re absentees, grades, health, etc., to tell that program is going over well. Recap of whole school lunch story in that school.

Same thing city-wide.

School board, or board of education, or PTA.

Sponsors statement on success of program

Using new purchase method, at the end of one semester of the program in action.

Use records re attendance, grades, health, etc. Comments from kids, parents, officials.

Story on plans for lunch program next semester.

Perhaps home economics or cooking course linked to school lunches.

Perhaps mothers will take turns cooking or introduce some innovation in their arrangements for cooking, shopping, etc. Perhaps older girls become a special school service group, learn by doing -- serving, cooking, keeping kids in order, or what-all.

Any special plans, changes, improvements in food, service, kitchen -- these make story leads.

Plans for school lunch canning project.

Either community or school get-together to put up food for lunches. Plan to get such and such equipment. Will provide _____ % of food for _____ children under school lunch program. Then recap of whole program, objectives, success.

Anniversary of school lunch or milk project in various schools.

Might be lead for a story which would round up one-two-three years of superlative results.

School garden planned.

Seventh and eighth grade children to plan garden, each to be responsible for certain vegetables, will choose plots this week, etc. (This is just a sample arrangement, of course -- any they actually make will be better.) Plan to raise _____ lbs. of _____ and _____ which will supply about one-fifth of food for lunches for _____ children. Lunches eaten since _____. Project a success -- tell why, how.

In rural communities, and those with surrounding farms, round up in early spring of crops local growers plan to put in to provide food for school lunches, either direct to schools, or on local market to be absorbed by the lunch projects, or whatever arrangements the community makes. Home-grown kids thrive on home-grown crops.

Victory foods introduced in School Lunches.

Also wartime food innovations. How presented. How they went over. Special dishes of these foods. This might be good for a women's page feature.

Watch for cases where local surpluses absorbed in part by School Lunch projects.

Each instance makes good story. Give chance for blurb on whole program and its value.

Stunts.

1. Get a school to invite PTA leaders, or mayor, or city officials to school lunch as guests. Get statements. Give recap of program. Have School Lunch open house for parents. Get statements. Give recap of program.
2. Make survey to find favorite dish. Makes a story. Have kids write compositions on "why I like School Lunches" or some similarly fascinating, and related topic, such as "My favorite dish in the school lunch." This might be run by the local newspaper with winning letters published, or prizes given. Or do it within the school, but print winning letter in paper and give recap of whole program.

3. City-wide school poster contest using school lunches as the subject. This could include exhibit at the public library or local gallery, with winning posters printed in rotogravure spread or on the roto page anyway.
4. Kids get up a food and nutrition exhibit -- Victory through Vitamins, new foods of the war, nutrition balance charts, typical school lunch, menus for a week, pictures of kids, lunches, cooking, serving. Would make story in local paper. Make exhibit open to public.

Feature Idea

Who does the marketing -- under the new reimbursement plan? If kids do, it's a swell feature. They are learning important lessons. Full of human interest. This would make a good pix spread. Start with kids to market, follow food thru to kitchen, onto table, down the hatch. This kind of picture story has national possibilities. If mothers do the marketing -- they are doing an extra bit for the war effort. Same if mothers do cooking. Interview or statement to make public their gratification with their useful work, the whole program, and the effect on their kids. If teachers do -- they're putting in wartime overtime. Out of the realms of study and into the practical world of material things. Tell how they learned to do this special work for war, the satisfaction derived from a new branch of their labors.

Xmas Picture Layout

Fathers at camp and overseas at their Christmas dinners naturally think of home and family. Feel assured that kids at home are being looked after. The community has assumed a responsibility for these children, to see that they are well-nourished, healthy, happy. Tie in Victory foods in soldier's meal -- same as those in his kid's lunch. Same vitamin balance for health. Both share in a growing national nutrition consciousness. Some stuff about any Xmas touch in the school lunch -- turkey, perhaps? with similar stuff on soldier's plate.

MAGAZINE SUGGESTIONS

There is a dearth of human interest and colorful material which lends to magazine presentation. The only source of this material is the field. Send in any anecdotes that prove the value of the program in terms of health, education, efficiency in feeding, social benefits, or community win-the-war action. Be on the lookout for situations, letters, and projects which interpret school-lunch in the various mediums which might be used by the magazines. The following lists should suggest material which you can forward to us for presentation to the nationals.

LIFE, PIX, CLICK - Might be persuaded to use before-and-after picture layouts of school-lunch programs that have had a marked effect in (1) correcting child delinquency, (2) helping war mothers at work, or (3) showing democracy in action. Examples should be unusual in their good effects on community welfare, especially where a bad situation existed before. A school-lunch project in Harlem, for instance, or in sections of Detroit where rioting occurred.

NEW YORKER - Find something humorous yet very earnest in the New York area for an article along the lines of the "Education of Hyman Kaplan" stories. Perhaps in some foreign section of the city there is a school-lunch project being run by women who aren't completely Americanized, and who introduce foreign dishes into the meals and get all tangled up nutritionally with vitamins and the Basic Seven, but come out with hearty meals anyway.

LADIES HOME JOURNAL, GOOD HOUSEKEEPING, WOMAN'S DAY, McCALLS -- How about some questions pertaining to school lunches, now being asked by women in your regions, that could be sent to Eleanor Roosevelt and answered on her IF YOU ASK ME page in the LADIES HOME JOURNAL? Also, some stuff for her to write about in MY DAY. Canning projects are good for general stories in all women's magazines.

GLAMOUR MAGAZINE - If we could find a high school where some cute teenagers in the home economics classes are helping to run the school-lunch program, and bring in some facts about improvement in complexion and glamour as a result of good noon meals, maybe GLAMOUR or MADEMOISELLE would do a piece on it.

AMERICAN MAGAZINE - Are there any INTERESTING PEOPLE connected with the school-lunch program in your region? Interesting enough to qualify for space in AMERICAN MAGAZINE? Maybe there was a flood or a terrible fire in some town, and someone did a heroic job of organizing the feeding of the homeless, as a result of school-lunch program experience.

PARENTS MAGAZINE - This magazine plays up the "how to solve problems of parents" theme, so how about some good stories of communities where mothers got together and took turn-about in helping to run the project, thereby leaving more time for parents to work on Victory Gardens, in war plants, for Red Cross, Civilian Defense, etc.

AMERICAN HOME and BETTER HOMES AND GARDENS - These go to people in fairly comfortable circumstances, who are interested in building outdoor terraces, remodeling attics, etc. They'd probably be interested in the actual physical building in which a school-lunch program is housed. Some places, boys in woodworking class have built real nifty cafeterias, and the people round about have helped make chairs, curtains, dish towels, etc. A series of pictures showing "how to change a lean-to into a modern school lunch room" would be very good, along with information on how it only cost \$69.43, donated by the Parent-Teachers Assn.

NEWSWEEK - If the programs in your area are in the hands of people who are scientifically inclined, and who make all sorts of studies on the effects of the program in terms of changed eating habits, scholastic accomplishment, etc., the results of the studies would be good news items for the Education section of this and other news magazines.

SERVEL NEWS, WESTINGHOUSE - These industrial magazines are devoted to in-plant feeding, but might be interested in school lunches especially in communities where the factories feed ma and pa and the schools feed the kids.

SATURDAY EVENING POST, COLLIERS, THIS WEEK - Might use bang-up community-in-action stories. Maybe an overall world picture of child feeding, with pictures of typical noon or lunch hours in Siam, Egypt, India, China, Germany, Norway, Latin America, and Podunk, U.S.A. Also information on the extent of planned school-lunch programs throughout the world, and a bit on differences in diets. There would be the Third Freedom, Freedom from Want.

JOURNAL OF LIVING, Nutrition magazines - Nutritional effects of project on health of kids, with examples of marked improvement.

TRUE CONFESSIONS, McCALLS and other magazines have Washington bulletins and might use something on national level about the program.

In general, send in anecdotes that prove the value of the program in terms of health, education, efficiency in feeding, social benefits, or community win-the-war action.

Be on the lookout for personalities connected with the program. If Margaret Mitchell or Helen Hayes or Pearl Buck or somebody famous is active in the home town school-lunch program, let us know, and maybe she can be persuaded to write it up.

RADIO SUGGESTIONS

I. Local programs.

A. Series of four broadcasts between October 15 and December 15; 5 to 15 minute scripts; or 5 - 8 minute interviews.

1. President of PTA, School representative, or other person connected with those conducting or backing the program.

Subject: School lunch conditions before program went into effect-- deficiency eating (1) by those who travel too far to go home for lunch and are forced to hurry and gulp down food; (2) by those who bought the wrong foods in the school cafeteria; (3) by those who bought candy, pop, etc., at the corner store. Now operating, benefits to children; better health, better students, etc.

2. Public Health Nurse, and Civic Official.

Subject: Locality doing a fine job for its children.
National nutrition picture -- effects of bad nutrition
and inadequate school lunches, Parren's statement,
etc. Any former problems now solved chiefly through
S. L.

3. Volunteer staff workers who do actual operations, or others
who cook the food, wait table, etc.: perhaps, the cook, the
school teacher who waits table.

Subject: How Johnny has improved this semester; number of
children served; and how: amount of food used -- etc.

4. Top school official; top community official (Legion, Rotary,
PTA---some leading civic group).

Subject: Review of school lunch program this semester;
benefits and need for program operating in this
community -- strong build up preparing for January
program; need -- war worker families; income of
10,000,000 persons still too low for adequate diets;
food management of some families poor.

NOTE: Other regional and local programs could be:

1. Public Health Nurse, or other civic representative to sell
nutrition idea.

Subject: Do you eat as well as your children? They eat the
Basic Seven through School Lunch program -- for
example, etc.

2. Five minute talk by sponsoring group leaders appealing for
volunteer workers or other cooperation.

3. Six minute question and answer with mother of children
regarding help in meal planning through school lunch
information.

4. Six minute program to include interview of one or two children,
contrasting lunch before and after program.

5. 15 - minute round table discussion on school lunch program
by educator, health authority, parent, sponsor, on all-round
values in school work, home, and community.

6. Six minute program to include interview of food producer (farmer) in re use of local surplus or food conservation values.
7. 10 or 15 minute program interview of labor leader on fitting his children for peace-time job.
8. Six minute interview of judge or social worker on juvenile delinquency alleviation.
9. 10 or 15 minute program interview with business or industrial leader on manpower for tomorrow, showing what school lunches can mean to the employer.
10. 10 minute interview of woman who helps prepare or serve lunch -- her contribution to war effort for children of community.
11. Local material for national and regional processing to be distributed through AP, UP, and INS radio services for local release.
12. Interview member of canning project, to stress value of donations and ration free limits of gifts of food to schools.
13. 5 minute interview on availability of equipment, program operations, need for food and funds to supplement going operations.

II. National, State-wide broadcasts, and Network.

A. National - October 15 through December 15.

1. Nutrition authorities on such programs as Consumer Time, and Farm and Home -- Are You Eating as Well as Your Child? Using School Lunch programs as a sample of value of using Basic Seven in home; indirectly selling idea of school lunch.
2. National advertisers to plug school lunches in big programs.
(a). Case histories will be coming in to office in October.
3. Dramatization of school lunch story.

B. Transcriptions.

Suggested 10 minute or more interviews with Hershey, Parren, the All-American mother, etc.; transcribed, distributed to local stations through regional offices.

A. Emphasis on nutrition and educational function.

- C. Two major network broadcasts in each State between October 15 and December 15. State educational department heads, head of Public Health to emphasize state contribution, nutrition values, and distribution to localities most in need, as well as educational functions of school lunch. Overall emphasis; philosophy of making school lunch program an integral part of the educational program and nutritional program in state.